



Milton Economic Development Committee  
Meeting Minutes – 7-17-2014  
WBOC Conference Room - 5:30 PM  
1 The Square, Milton

1. The meeting came to order at about 5:32 PM. Bob Howard chaired the meeting.
2. The following people were in attendance:  
Committee Members:
  - Mike Clark
  - Michela Coffaro
  - Steve Crawford
  - Jim Crellin
  - Alex Donnan
  - Bob Howard
  - Glenn Howard
3. The agenda was agreed to as published.
4. The minutes of the 6/12/14 meeting were approved.
5. Announcements -
  - Bob Howard reported that he received the Delaware Economic Development Office (DEDO) report for the Town of Milton and will be forwarding it on to the Planning and Zoning Committee for consideration re: the Comprehensive Plan. The next Comp Plan meeting is Saturday July 19 at 10:30am in the library.
  - Glenn Howard stated that the Jail House Antiques building was sold. In addition, he has rented space in the old antiques building to a person who is actively looking for vendors.
  - It also noted by several EDC members that the new restaurant on Federal Street (Modern Mix Too) opened today, July 17<sup>th</sup>.
7. Old Business:
  - 7.1 Review of Action Items from 6/12 meeting – Action items were either completed or are discussed further under old business agenda items.
  - 7.2 Dunk Tank for July 4<sup>th</sup> – Mike Clark reported that the tank was a huge success at the July 4<sup>th</sup> celebration and that the money collected will go toward next year's event.
  - 7.3 EDC Restructure – Bob Howard circulated a letter for review recommending to the Mayor a restructured EDC that would allow the four businessmen on the EDC to become

an advisory group and not require them to attend monthly EDC meetings. This reduces the size of the EDC and minimizes the issue of getting a quorum to allow the meetings to be held. The EDC members agreed with the contents of the letter and the sending of it to the Mayor.

7.4 Signage Project Status – Alex Donnan reported that he has reached out to Senator Lopez to help DELDOT move the signage project forward which has appeared to work. There were 19 sign suggested placements and 14 were approved. There will be follow-up on the 5 not approved. The approved signs should be ready for installation in about 6 weeks. The cost of this project will be \$3,457 from the \$14k USDA grant. Alex is working on the paperwork to get these signs completed. In addition, there was some discussion as to what other opportunities there might be to use the rest of the grant money.

There was also some discussion about the possibility of using the remaining grant money for a new kiosk.

Jim Crellin suggested that the ‘Welcome to Milton’ sign that was uncovered at Rogers Signs might be better placed out at Heritage Creek instead of at Council Woman, Kristen Patterson property, as this is where the town of Milton starts. Alex to investigate with the builder at Heritage Creek.

7.3 Mural Project – Steve Crawford reported that there was a planning meeting on July 10<sup>th</sup> during which Lynn Rogers provided an initial mock-up of a mural. A copy was given to Tom Jones. Lynn is working to refine the initial view for another meeting scheduled for July 31<sup>st</sup>. He is also working to prepare a cost estimate for painting the mural. Once we have that estimate, we can begin working on the funding to get the mural painted.

7.4 EDC Advertising – Steve Crawford presented a color ad for the Town of Milton that was created by Linda Newton. We discussed the merits of the ad and its ability to primarily advertise Milton while secondarily advertise a particular event taking place in town. EDC members thought it accomplished the goal. Steve reported that Linda has volunteered to update the ad as necessary when it is to be used. He will work with Linda and Janet Turner who has a library of photos that she has volunteered for use in the ads.

Glenn Howard suggested that the ad could be run just to advertise Milton as a destination even if there is no event.

Further, Steve Crawford asked the Committee to approve the \$250 invoice for Linda’s work on the ad, which was subsequently approved for payment.

7.6 Proposal for Part-time Position for a Town Media Person – Steve Crawford presented a revised proposal that included a cost/benefit section. He said that after consulting with Mark Carter, Dogfish, and Tom Jones, Irish-Eyes, that hard benefit data is very hard to come by. The fact of the matter is that while no data exists, everybody knows that advertising and social media has to be employed and is a main part of advertising a business.

Glenn Howard volunteered to get a cost estimate from a media firm he knows and Alex Donnan suggested that he will contact DelTech for information as well. EDC members agreed with the proposal and decided to wait until next meeting to move this forward with the advise of either the Mayor or Councilman Collier.

7.8 Business recruitment for the Town Center - Bob Howard had nothing new to report at this time. However, Cliff Divers has agreed to participate in the Pop-Up program, which has the potential for getting a business into his vacant store fronts on Federal Street.

7.9 Delaware Downtown Development Districts – Bob Howard has reviewed the 20-page draft application and at this point in time it seems reasonable to evaluate this program after the initial applicants get approved to determine this programs applicability to Milton.

## 8. New Business Discussion

8.1 EDC Budget for 2015 – Bob Howard presented a proposed line item budget for 2015 which is required ASAP by Council. Discussion centered on the possibility of consolidating the individual event ad/promotion line items into one line item to advertise/promote the Town of Milton with the newly created half-page ad (previously discussed). Committee members thought that might be good idea to allow the EDC more flexibility in promoting the town either in conjunction with events of not.

The EDC agreed to submit a budget request for a total of \$6000 for FY 2015.

Steve Crawford suggested that perhaps any left-over money from this years budget be used for the mural project recognizing that as of yet we have no cost estimate.

8.2 EDC Monthly Report to Council – Steve presented the first EDC monthly report that Mayor Jones has requested for all Town committees. The EDC members agreed with the format and level of information contained in the report so that this initial report will be the template used for subsequent report.

The next meeting is scheduled for **Thursday August 14<sup>th</sup> at 5:30** in the WBOC Conference Room.

9. Adjournment – The meeting was adjourned at approximately 7:25PM

Respectfully submitted,

Steve Crawford

Attachment: Action Items from 7-17-14 Meeting

- **Bob Howard – EDC Budget Status**
- **Bob Howard – Comp Plan**
- **Alex Donnan – Current activities and status of Signage Project**
- **Steve Crawford – Current activities and status of mural project; mockup and cost estimate**

- **Steve Crawford – Status of Town of Milton advertising**
- **Bob Howard – Status of business recruitment for the Town Center**
- **Steve Crawford – Further discussion on town media position**